

**Polska**



Poland - Heart of Europe

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Poland's convenient location at the junction of the East-West and North-South communication routes, makes the country a perfect investment destination for enterprises targeting – Western and Eastern, as well as Northern and Southern parts of Europe.

**The central location of Poland and its importance a gateway to European Union is major advantage in attracting foreign companies**, which aim to slash the time of order realisation for customers in Eastern European markets. The fact that foreign entrepreneurs invest in building logistic and fulfilment centers in Poland results from dynamic growth in demand, development of trade co-operation caused by the extension of the European Union and also from the even more attractive domestic suppliers market in Poland.



**Poland is the biggest, politically and economically stable country in Central and Eastern Europe**, and thus creates changes for successful long-term investment. Poles account for 24% of the region's population and procedure nearly 40% of its Gross Domestic Product. That is an indicator of the potential of the Polish economy.

**Poland is one of the biggest EU member states**, the 6th most populated country in the European Union and the biggest market in the region of Central and Eastern Europe. The Polish market is the largest and most varied market in the region and it also highly dynamic. A variety of business and trade opportunities are waiting for all kind of foreign companies in Poland. Here, in the very center of Europe, entrepreneurs can not only sell their products but also gain vast export opportunities to the large markets of both the West and East of Europe. Furthermore, one can benefit from access to the largest amount of EU funds as Poland is the biggest beneficiary among member states of the new 2014-2020 budget.

The largest part of the EU Funds under 2014-2020 EU budget, namely 24,2 billion euro will support traditional investment expenditures (in Poland) into infrastructure and the environment. Therefore the quality of everyday life in Poland, which is already defined as good, will improve. Now, Poland belongs to the group of the most developed counties in the region regarding social development and is the leader among Central European countries in terms of the level of optimism.

Source: Polish Investment and Trade Agency, *Poland your business Partner. Invest in Poland.*



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NARODOWA STRATEGIA SPÓJNOŚCI



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